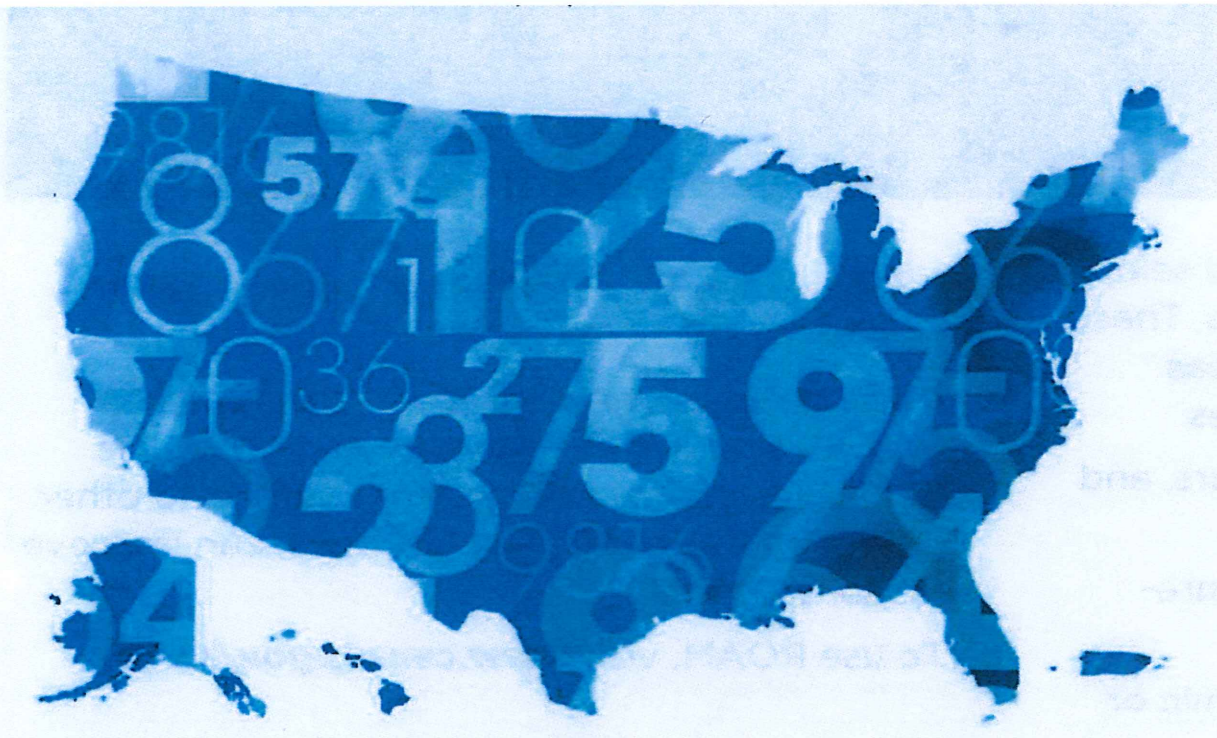


# The 2020 Census

online, by mail, or by phone.



- 2019**
  - Partnership activities launch
  - Complete Count Committees establish
  - Remaining 248 area census offices open
- 2020**
  - Advertising begins in early 2020
  - Public response (online, phone, or mail) begins
  - Census Day—**April 1, 2020
  - In-person visits to households that haven't responded begin
  - Apportionment counts sent to the President by December 31, 2020
- 2021**
  - Redistricting counts sent to the states by March 31, 2021




# How the 2020 Census will invite everyone to respond




Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.

 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

# How the 2020 Census will invite everyone to respond



## What to Expect in the Mail

**When it's time to respond, most households will receive an invitation in the mail.**

**Every household will have the option of responding online, by mail, or by phone.**

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.



# How the 2020 Census will invite everyone to respond



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

## We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

# Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)



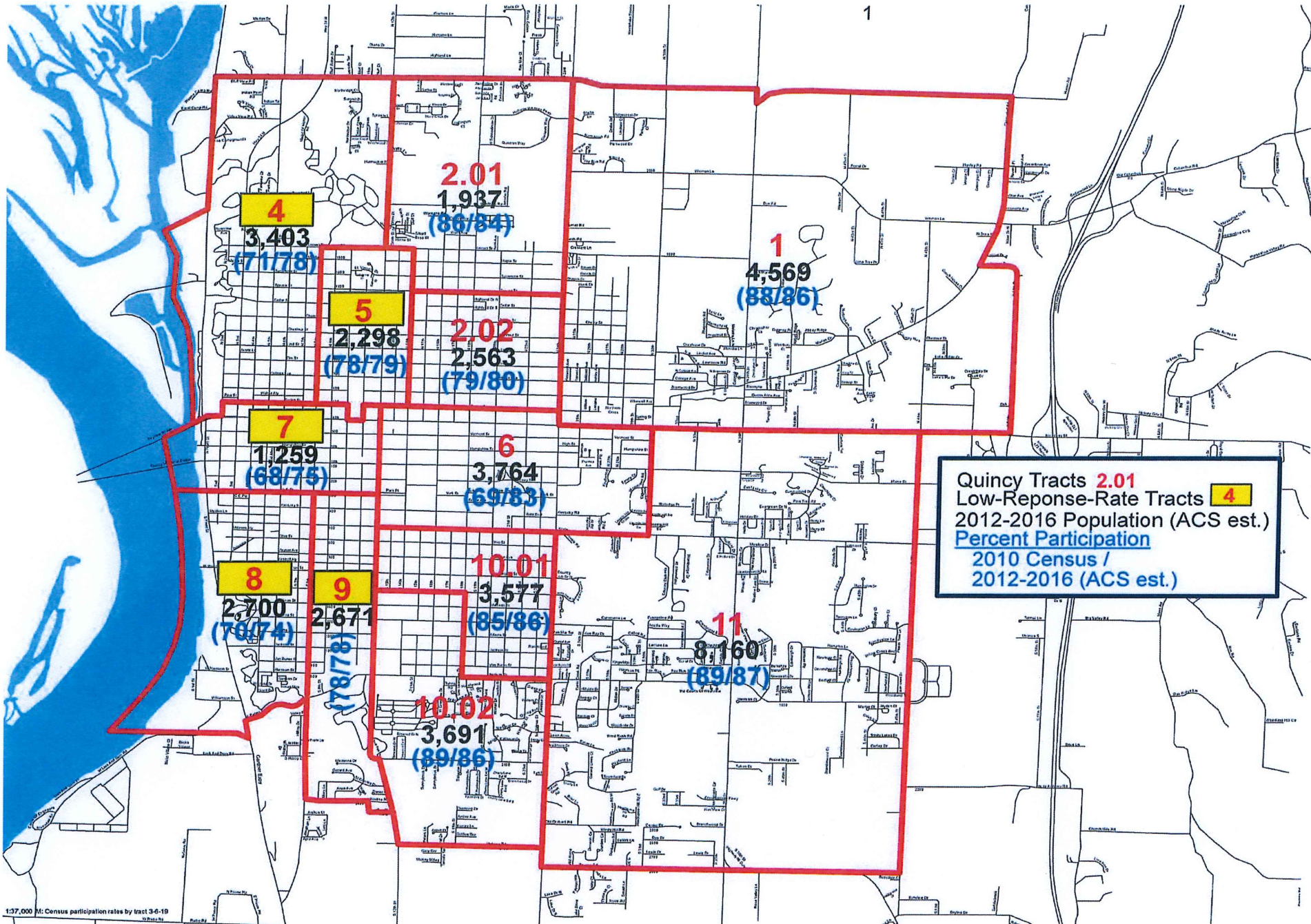


**QUINCY HARD TO COUNT (HTC) POPULATION  
BY CENSUS TRACT**

<b>TRACTS:</b>	<b>1</b>	<b>2.01</b>	<b>2.02</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10.01</b>	<b>10.02</b>	<b>11</b>
Survey Response Score (%)	86.4	83.5	79.8	78	79	82.8	75.3	74.4	78.1	85.7	86.2	86.8
Total Population	4,569	1,937	2,563	3,403	2,298	3,764	1,259	2,700	2,671	3,577	3,691	8,160
Total Housing Units	2,271	986	1,156	1,831	948	1,874	898	1,315	1,281	1,574	1,399	3,576
Total Occupied Housing Units	2,185	858	991	1,390	861	1,644	738	1,155	1,096	1,513	1,309	3,528
<b>HTC DEMOGRAPHICS</b>												
Vacant Housing Units (%)	3.79	12.98	14.27	24.09	9.18	12.27	17.82	12.17	14.44	3.88	6.43	1.34
Multi-Unit (10+) Housing (%)	0.62	0	6.57	4.75	2.53	3.63	43.21	12.17	0.94	0	3.72	15.07
Renter Occupied Housing Units (%)	17.39	21.33	27.35	51.22	46.11	39.66	89.97	66.75	36.22	21.15	26.05	35.54
Median Household Income (\$)	\$54,550	\$41,538	\$40,018	\$28,819	\$32,313	\$44,324	\$17,850	\$26,012	\$40,475	\$49,963	\$54,511	\$56,243
Population Under 5 (%)	4.33	6.97	9.29	5.2	5.05	6.83	5	8.44	7.9	6.85	8.53	7.02
Population 18-24 (%)	5.25	11.93	12.91	9.67	10.66	7.01	21.45	9.89	16.1	7.66	6.83	5.94
Population 65 and Over (%)	25.54	23.9	13.23	18.95	18.8	16.15	22.56	13.89	12.54	13.14	26.96	21.23
Below Poverty Level (%)	3.87	16.69	17.07	31.65	25.15	15.03	36.86	34.43	28.23	6.01	8.84	9.84
Not High School Graduate (%)	5.4	6.26	6.19	13.57	14.5	5.28	19.82	19.43	11.81	5.34	8.97	3.66
Black (%)	4.16	3.25	4.68	13.84	17.41	4.57	13.74	9.89	4.27	1.51	3.12	2.02
Family Occupied Housing Units with Related Children Under 6 (%)	14.06	20.85	26.93	19.17	18.27	19.89	14.58	26.06	30.92	27.21	25.45	20.9

Source: 2012-2016 Amercian  
Community Survey





## **2020 CENSUS**

### **How Communities Use Census Data**

- **Census data directs federal and state funding to community needs. Census information is used to allocate millions of dollars in government funding for schools, roads, hospitals, nursing homes, child care centers, Meals on Wheels and Senior Meal Programs.**
- **Federal programs use census data to allocate funding for services to elderly such as low income home energy assistance and other programs under the Older American Act, job training for workers, and services to children for free and reduced lunch programs.**
- **Census questions on housing provide data for community reinvestment act programming and emergency shelters.**
- **Census data are used to obtain grants for needed social, recreational and economic development programs.**
- **Census data on the community's labor force are used to recruit employees.**
- **Businesses rely on census data for locating new establishments and recruiting employees.**
- **Businesses use demographics and household characteristics for marketing products.**



## **What the City Has Done and Will Do to Promote 2020 Census**

- 1.** Provided Census Bureau with address data listing all apartment units, nursing homes, college dorms, senior housing, housing authority units and other multi-family units.
- 2.** Provided targeted non shelter outdoor locations.
- 3.** Provided new construction building permit activity.
- 4.** Council adopted Official Proclamation supporting 2020 Census.
- 5.** Formed 2020 Census Complete Count Committee.
- 6.** Provide staff support to Complete Count Committee.
- 7.** Secretary of State Grant application to support a 2020 Census Response Media Blitz.
- 8.** 2020 Census Notices placed in city water bills.
- 9.** 2020 Census information posted on City web site.
- 10.** Mayor sends letter to all city residents requesting online census response.
- 11.** Mayor and City Staff make 2020 Census presentations to Social Service Clubs, Chamber of Commerce, GREDF and other organizations.

## **What Can the Complete Count Committee Do?**

- **Motivate residents to respond to the on line Census questionnaire.**
- **Communicate the importance of completing census on line questionnaire.**
- **Share census information in newsletters and web pages.**
- **Seek support of media and social media to sponsor PSA's .**
- **In work place encourage employees to complete census online census questionnaires.**
- **Devise strategies to reach HTC Population**
  - **Develop a local incentive to encourage response i.e. gift certificates**
  - **Census poster in high traffic areas – YMCA, Kroc Center, Library, Churches, QHA, Hy Vee and County Market, Gas/Convenience Stores, Senior Center, Vets Home and other retirement homes.**
  - **Place computer with support at high traffic locations to allow access to online census questionnaire.**
  - **Post cards to snowbirds reminding them to respond to online census in March 2020**
  - **Meet with Vets Home and senior housing reps to make sure residents can respond to online census i.e. access to a computer.**



## 2020 Census - Preliminary Schedule of Activities

**July/August 2019** City Host meeting with Village, Township and County elected officials to share Census 2020 Complete County information.

**September 2019** Start 2020 Census presentation to Quincy social service clubs. Census information will be posted on the City's web site.

**October 2019** Presentation to Chamber, GREDF and The District. Census articles in Community newsletters. Census Notices Placed in City water bills.

**November 2019** Census Complete County article in Quincy Herald Whig. 2020 Census Notice in City water bills. Post card sent to snowbirds.

**December 2019** Notices & posters placed at nonprofit community centers and 2020 Census Notice Placed in City water bills.

**January 2020** Census in Schools program – Poster will be created on School Classrooms; Quincy Public Library hosts 2020 Community Census meeting and places Census Response Poster. 2020 Census Notice Placed in City Water bills.

**February 2020** Boy Scouts and Girl Scouts hand out flyers at winter festival, 2020 Census Notice Placed in City Water bills. Send notices to area ministries to notify congregation of upcoming 2020 census. PSA on TV, radio and social media.

**March 1<sup>st</sup> 2020** 2020 Census article in Quincy Herald Whig. A Census letter will be sent to all residents from the Mayor - Post information online on the city's website; 2020 Census Notice Placed in City Water bills.

**April 1<sup>st</sup> 2020** Census Day

## **QUINCY COMPLETE COUNT COMMITTEE**

### **GOVERNMENT**

Kyle Moore  
Chuck Bevelheimer  
Jared Welch  
Brian Vonderhaar  
Bret Austin  
Bob Gough  
Rome Frericks

### **EDUCATION**

Mike Elbe  
Christine Tracy  
Roy Webb  
Mark McDowell

### **MEDIA**

Carlos Fernandez  
Christen Hamilton  
Ron Wallace  
Mary Griffith Schoenekase

### **BUSINESS**

Marcel Wagner  
Bruce Guthrie  
Latonya Brook  
Jennifer Lepper

### **FAITH**

Bob Cowen  
Fr. Leo Enlow  
Ron Tallcott  
Bishop Eddie Warren  
Orville Jones  
Pastor James Hailey  
Pastor Chuck Sackett  
Josh Vahle  
Rev. Timothy White  
Pastor Jason Sommerfeldt  
Pastor Steve Hayden  
Rev. Patty Johansen  
Rev. Matthew Hunt  
Pastor Ryan Wiemelt  
Pastor Dennis Thomas  
Pastor Tom Rains  
Pastor Sloan  
Mark Stinnett  
Rev. Danyelle Trexler  
Fr. Don Blaeser  
Rev Thomas Donovan

### **MILLENNIALS**

Joi Austin  
Maggie Strong  
Payne Schoen  
Devan Bevelheimer

### ***Community/Civic/Non Profit***

Dan Stupavsky  
Mary Muehlenfeld  
Jim Chamberlain  
Todd Bale  
Lacey Eaton  
Megan Duesterhaus  
Sara Stephens  
Katie Kraushaar  
Shelby Crow  
Dennis Williams  
Barb Richmiller  
Rhonda Murry  
Lyn Hruska  
Julie Shepard  
Charles Bell  
Bill Stalder  
Shawn Vaulter

### ***SPECIAL HOUSING***

Jerry Gille  
Michael Drew  
Rick Gengenbacher  
Heidi Prather  
Jennifer Majors  
Bill Hahn  
John Krause  
Pat Tyler